

# *bruny life.*

**Bruny Island Liveability Study 2017-18**

Phase 1 Presentation  
(Liveability Framework and Process)  
3 December 2017

## Previous reports, studies and strategies about Bruny Island analysed to date

Title	Year	Organisation/Publication (Author)
Bruny Island Tourism Strategy	2012-17	Kingborough Council
Tasmanian Visitor Survey [Various Data Reports relating to Bruny Island]	2017	Tourism Tasmania and Roy Morgan Research
Traffic Counter Report – Roberts Point	2017	Kingborough Council
Bruny Island Destination Action Plan 2016-2018	2016	Destination Southern Tasmania
Bruny Island Placemaking Report and Strategy	2016	Village Well
2016 Census (10 Community Profiles covering Bruny Island)	2016	Australian Bureau of Statistics
Bruny Island Hazard Communication and Risk Study	2016	Kingborough Council (Burdon and Portanger)
North Bruny Future Directions Plan (and notes from preceding community meeting)	2016	Friends of North Bruny
Kingborough Interim Planning Scheme	2015	Kingborough Council
Bruny island Biosphere Proposal (Draft)	2015	Bruny Island Environment Network
A Vision for Bruny Island – Community Survey and Analysis	2013	Kingborough Council
Bruny Island Visitor Infrastructure Funding Mechanisms	2010	Kingborough Council (SGS Economics)
Visitor's perceptions of tourism impacts: Bruny and Magnetic Islands	2013	Southern Cross University (Brent Moyle)
Policy on Ecotourism and Nature Based Tourism on Bruny Island	2010	Bruny Island Environment Network
Host-Guest Interaction on Bruny and Magnetic Islands (PhD Thesis)	2010	(Brent Moyle)
Community Perceptions of Tourism Impacts on Tasmanian Communities [including Bruny Island]	2009	Tourism Australia (Tourism Research Australia)
Bruny Island Interpretation Plan	2008	Kingborough Council (Anna Housego Consulting)
Adventure Bay Foreshore Management Plan	2008	Friends of Adventure Bay (Inspiring Place Pty Ltd)
Islands on the Edge: Exploring Islandness and Development in Four Australian Case Studies (PhD Thesis)	2008	(Rebecca Jackson)
Draft Bruny island Weed Management Strategy	2007	Kingborough Council & Others (Beth Chamberlain)
Bruny on the Brink: Governance, Gentrification and Tourism on an Australian Island	2006	Island Studies Journal (Rebecca Jackson)
A Vision for Bruny Island – Community Survey and Analysis	2006	Kingborough Council
Bruny Island Strategic Transport Study	2005	(GHD Consulting)
Threatened Species, Bruny Island and You: Managing Threatened Species and Communities on Bruny Island	2003	Dept of Primary Industries, Water and Environment (Tonia Cochran)
South Bruny National Park, Waterfall Creek State Reserve and Green Island Nature Reserve – Management Plan	2000	Department of Primary Industries, Water and Environment

## Observations from previous studies:

The top three things that Islanders have identified as positive about life on Bruny are:

- the natural and rural environment
- peace and quiet
- sense of community

The top three things that Islanders have expressed concern about, in relation to living on Bruny, are:

- access and mobility (ferry/roads/transport)
- adequacy of community infrastructure and services
- negative impacts on the things that are valued (environment, peace and quiet, sense of community) – including visitor numbers, inappropriate development and population change

What we don't have (enough of) from previous studies that examined liveability issues on the island:

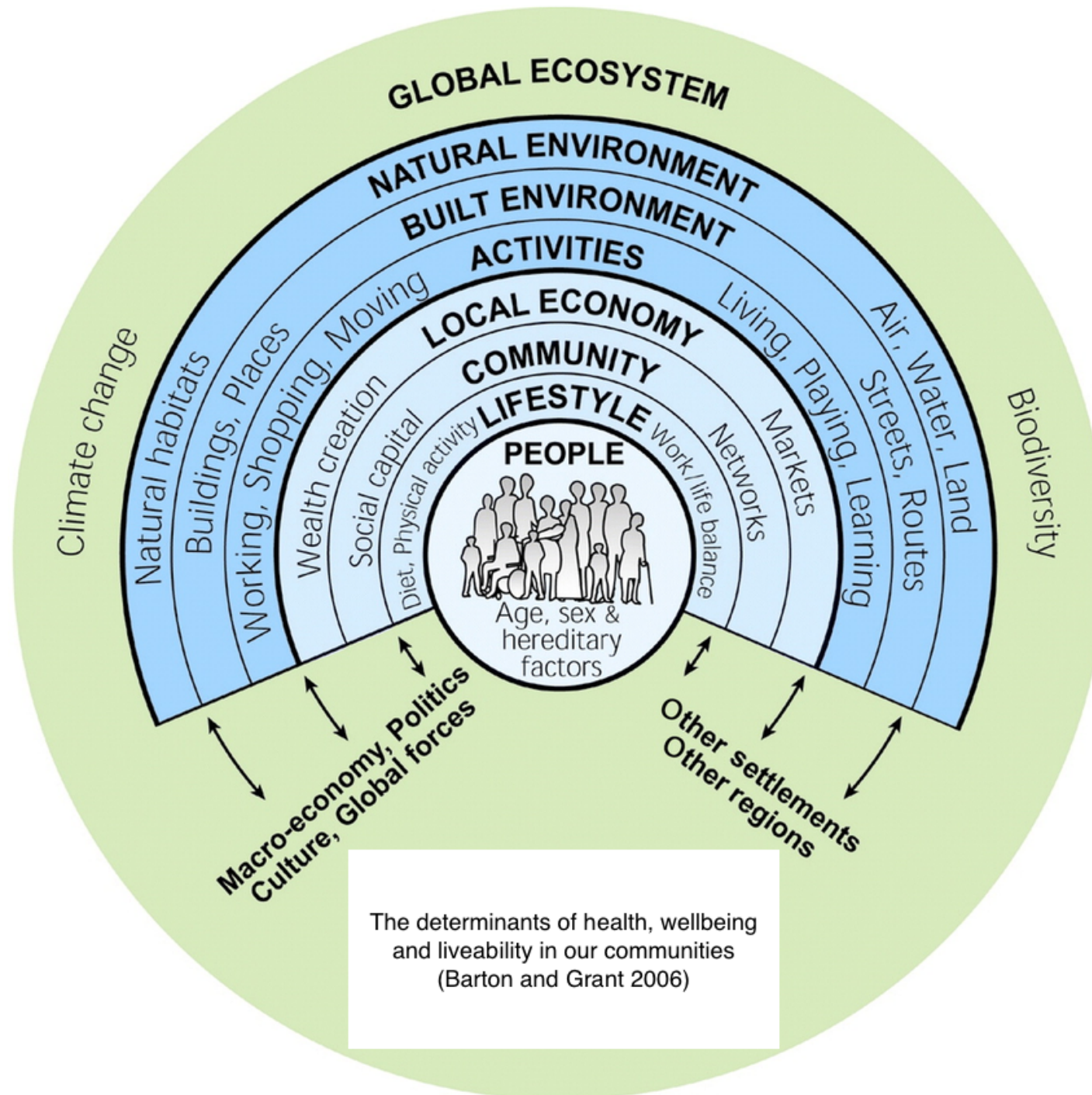
- Understanding different perspectives related to age, gender, family status, employment status, year of arrival, resident status and location
- The impact of macro external drivers – including communications and technology (mobile; internet; social media; more reliable cars); the sharing economy (Airbnb; Stayz); housing affordability in Tasmania; cost-of-living pressures; climate change; global tourism trends
- Correlation and comparison of subjective views and objective data
- The interdependencies between issues and impacts
- How 'life on Bruny' is viewed in the spectrum of common liveability factors applied elsewhere in Australia

## Defining and measuring 'liveability'

There are many and varied examples of assessing liveability around the world and in Australia. For example:

- Economist Intelligence Unit's (EIU) Global Liveability Ranking
- Mercer's Quality of Living Ranking
- Property Council of Australia National Liveability Survey
- Tract and Access Economics Deloitte's liveability studies
- Australian Government National Cities Performance Report
- Centre of Research Excellence in Healthy Liveable Communities
- Partners for Livable Communities (United States)
- Community Indicators Victoria
- Place, Health and Liveability Research Program (Uni of Melbourne)

*Some of these relate to living in cities and don't translate well to Bruny. Of the above, the work done by Community Indicators Victoria (covers rural towns) and the University of Melbourne (neighbourhoods) has the best applicability. They utilise both subjective and objective measures.*



## Proposed 10 key liveability categories for the Bruny Island Liveability Study

- Environment, pollution, open space and quietness
- Community cohesion, connectedness and support
- Transport and mobility
- Health, wellbeing and safety
- Type, adequacy and affordability of housing
- Employment, income, economic opportunity and cost of living
- Education and lifelong learning
- Essential services and community infrastructure
- Local democracy, participation and decision-making
- Recreation, leisure, entertainment and culture



Proposed Bruny Liveability Category	Issues from previous reports/studies
Environment, pollution, open space and quietness	Protecting our land and marine environment Ensuring sustainable development that 'fits' with Bruny Good municipal services, like waste Maintaining farms and primary production Having a happy, healthy and peaceful life
Community cohesion, connectedness and support	Supporting our ageing population Supporting Islanders who feel isolated Attracting young people and families Getting along with each other Respecting difference, diversity and Indigenous culture Keeping volunteer groups and services going
Transport and mobility	Ferry access and reliability Good municipal services, like local roads Mobility support, including public transport options
Health, wellbeing and safety	Supporting our ageing population Emergency services Good state services like health and police Having a happy, healthy and peaceful life
Range, adequacy and affordability of housing	Adequate housing and accommodation options The impact of higher property prices The impact of Airbnb and holiday rentals
Employment, income, local economy and cost of living	Opportunities for regular paid work on the Island Attracting young people and families Maintaining farms and primary production A successful, diversified, resilient local economy Keeping our Island's positive 'brand'
Education and lifelong learning	Good state services like education Keeping families with high school and college-aged kids on Island
Essential services and community infrastructure	Access to digital, mobile and internet services Access to reliable and affordable water and energy Adequate community infrastructure for Islanders and visitors
Local democracy, participation and decision-making	Having a proper say about what happens to our Island Ensuring sustainable development that 'fits' with Bruny Making the most of what we already have
Recreation, leisure, entertainment and culture	Supporting artists, musicians, artisans and writers Participating in sport and recreation activities Regular events and activities for all ages



## Dealing with issues that impact on liveability

- An important and sensitive issue, like the scale and scope of tourism on Bruny, can be dealt with in a balanced way through the matrix of liveability factors

Proposed Bruny Liveability Category	Tourism Impacts – Different Views
Environment, pollution, open space and quietness	Tourism may have negative impacts on the environment and the peaceful enjoyment of the Island by residents. Tourism may be more environmentally friendly than other alternative industries.
Community cohesion, connectedness and support	Tourism may attract young people and families to keep our community thriving. Tourism may place strains on volunteer services that are already stretched.
Transport and mobility	Tourism may drive investments in better roads and faster ferries. Tourism may impact resident access to the ferry and congest our roads.
Health, wellbeing and safety	Tourism may make us feel less safe due to the presence of 'strangers' and inexperienced drivers. Tourism may bring working-aged families, who can support our ageing population.
Range, adequacy and affordability of housing	Tourism may drive investment in housing. Tourism may lead to lack of rental and worker accommodation.
Employment, income, local economy and cost of living	Tourism may create jobs and economic opportunity. Tourism may expand too far and damage the 'Bruny brand'.
Education and lifelong learning	Tourism may bring young families to help ensure our school can survive. Tourism may not provide learning/career paths sufficient to keep our young people.
Essential services and community infrastructure	Tourism may drive investment in better essential services and infrastructure. Tourism may utilise essential services and infrastructure without 'paying its way'.
Local democracy, participation and decision-making	Tourism may see more developments imposed on the community. Tourism may give the Island economic self-sufficiency and political influence.
Recreation, leisure, entertainment and culture	Tourism may support the arts and culture through audiences and exchange. Tourism may restrict our access to recreational activities that are important to us.

## The process

- Inform the community – both subjective opinions and objective facts through information dissemination and small group discussions

**Subjective opinions:**

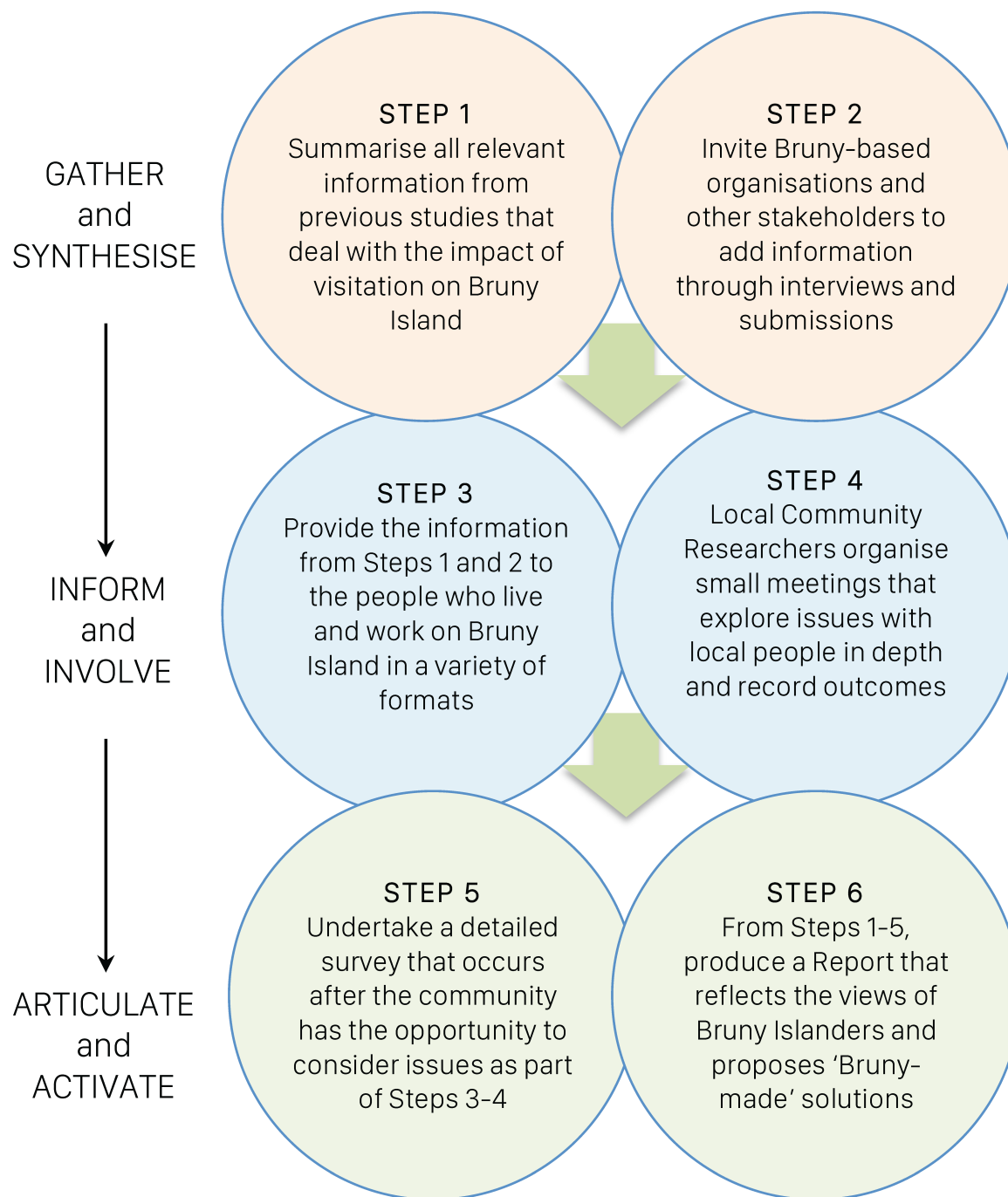
The increase in traffic on Bruny roads is too much.

There's not that much traffic on Bruny, it's a big place.

**Objective data:**

The traffic counter at Roberts Point recorded 143,479 vehicle arrivals in 2015-16 and 153,419 vehicle arrivals in 2016-17. This is an increase of 6.9%.

- Survey the community using a liveability framework, including on 'here and now' views as well as a future vision for the island
- Analyse the community survey results with high granularity and compare with objective data and observations of local organisations
- Prioritise solutions and, if possible, articulate a community vision according to the survey results



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